

receiving at least one advertising information item, wherein each advertising information item includes at least one of content information and link information for displaying a corresponding advertisement relative to the photorealistic, 3-D model;

displaying a photorealistic, 3-D image of the entity and at least one advertisement, wherein the 3-D image is displayed as a function of the information for rendering a graphical representation of the entity and wherein

each advertisement is rendered relative to the 3-D image as a function of the link information; and

receiving a revenue stream for each advertisement.

24. The method according to claim 23, wherein the content information includes at least one of a video content item, an audio content item, a logo and a trade dress item.

25. The method according to claim 24, wherein the trade dress item includes at least one of a structure and a color scheme.

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